

Creating Perfect Customer Experiences

Anyone can learn to become an expert in customer service. Here are some easy tips and best practices to remind you how to be your expert self.

Care about your customer by showing **RESPECT**.

Listen to your customers and let them know you understand and **VALUE** them.

Customers don't always need to know how it works, just that it works well for them. Make it **EASY** for them to do business with you and with GSA.

It's about developing a trusting relationship; customers will rely on your **EXPERTISE**.

SERVICE RECOVERY provides the calm solutions your customers expect.



Helpful Hints

- Set realistic expectations for your customer. Do your best to deliver even more than the customer expects.
- Ensure your customer knows that their issue is your priority.
- Value the customer. Value their expertise, their perspective and value the relationship you have with them.
- Be available to your customers and make communicating with them your top priority. There is no such thing as communicating too often.
- Always be honest and fair.

Be personable, be friendly, and always remember:

SMILE, SMILE, SMILE

The 5 Key Principles for creating a Perfect Customer Experience:

Respect
Value
Ease
Expertise
Service Recovery

The Perfect Customer Experience Begins with YOU

No one welcomes problems, but everyone makes mistakes. Be aware and you can still thrill your customer.

Some suggestions include:

- Maintain composure
- Don't take it personally
- Acknowledge the problem
- Apologize if appropriate
- Focus on fixing the issues
- Share the plan
- Take action
- Take special care of the customer relationship going forward
- Always follow up

Helping Your Serve

GSA's Mid-Atlantic Region Public Buildings Service (PBS) recognizes that you, our valued service providers, are ambassadors of GSA and the services we provide to our federal customers. Your ability and skill to consistently provide **perfect experiences** for customers in every interaction you have with them is key to how we do business and how we measure our business success.